

CHINA MEDIA CENTRE

中国传媒中心

UNIVERSITY OF
塑造未来
WESTMINSTER

WHAT CAN A CHINA MEDIA CENTRE DO FOR YOU?



China has the world's biggest media system at home and an expanding presence abroad. 750 million people are on its social mediascape and there are a billion mobile phones deploying the innovative apps with which Chinese conduct their lives. Though late starters, already four of the world's leading new media companies are Chinese.

China's old media – television, newspapers, radio – produced in many languages on every continent are re-defining the agenda and telling the story China's way. News and documentary are being followed by entertainment. The world's biggest manufacturer of TV drama is now making its stories for export.

To understand this system, you have to know the people and the institutions. This is why Westminster's School of Media, Arts and Design (MAD), has the China Media Centre. Through CMC, MAD connects with China's media by providing services they want. In return, media personnel come to Westminster to do their masters and our researchers get access.

INNOVATIVE PRODUCT DEVELOPMENT FOR YOUR TEAMS

Our first courses in light entertainment and reality had participants learning how to localise European TV formats. Today, our programme innovation specialists help producers from all the main Chinese broadcasters to develop their own ideas into marketable products.

Shanghai Media Group (SMG) programmes advanced in the UK and broadcast in China include, amongst others: *The King of Comedy*, *Doggie*, *GO!GO!GO!* and *Young Genius*. Another, which is developed with our help, and now commissioned and co-developed with Warner Brothers is called *Meet You on Mobile*.

China Central Television's (CCTV) participation in CMC Innovation courses has resulted in three major series being broadcast:

Mission AI tests human brainpower against AI. The CMC *Innovation* team developed a collaboration with FST's Robotics Lab. The series format involves smart, AI-powered bots taking on human competitors in complex trials involving face and voice recognition.

Amazing Legends features the journey of celebrities learning the ancient arts of Chinese culture.

National Treasure is a studio entertainment show featuring nine national museums in China and their roles in cultural history.



Above: Studio practice mentored by leading UK directors.



Below: Clare Thompson, one of UK's leading TV development specialists, directs a pitching session for CCTV.

PRESS RELEASE



Left: Dr Zeng Rong surrounded by the President of the Judges and Party Secretary Teng Junjie

UNIVERSITY OF WESTMINSTER RECEIVES BROADCAST INDUSTRY INNOVATION AWARD

University of Westminster received first prize in the Broadcast Industry Innovation Awards, held in Shanghai at Shanghai Media Group Headquarters on 6 June 2017.

Accepting the award on behalf of the University of Westminster, Research Fellow Dr Zeng Rong said: "It is a great honour that our work with the industry is so publicly recognised. The China Media Centre is proud to ground its research and publications in practical cooperation and creative projects that bring the two countries' media professionals together."

The University of Westminster's China Media Centre organises professional exchanges where visiting scholars, practitioners and students who are working or will work in their country's media industry attend three to twelve-week courses to develop their media skills.

Since 2011 the China Media Centre has become the model for professional development in the international screen media industry. Every year participants return home to China with concepts that turn into successful programmes. The most famous are three broadcasts by Shanghai Media Group: *Legendary Swordsman*, *Top Dog* and *Junior Edison*.

CREATIVITY WORKSHOPS

Our courses are delivered by industry professionals and UK opinion formers; our alumni hold senior positions in their institutions.

Participants are not novices. Among them are Qin Wen, writer of the smash hit *The First Half of My Life*, which tells of a divorced housewife's journey to independence; and Li Xiao, writer of another acclaimed series *Man of the House*, following the lives of two sisters negotiating the pressures of family, love and work.

Celebrated artists include China's leading director of sophisticated drama, Lam Yuk Fan. Jiang Luyan and Xiong Xiaolin produced together such popular dramas as *Three Lives, Three Worlds*, *Ten Miles of Peach Blossom*, *My Sunshine*.



Top: Documentary makers include Jin Xingzheng, whose work *Mama* won the Golden Horse Award for Best Documentary.

Bottom: Diverse creative companies send teams to develop screen stories. Here you see the filming of three short films at CMC.

FINDINGS

Vivien Marsh is former Asia-Pacific Editor, BBC World Service News, Senior Broadcast Journalist and Producer/Editor of *Europe Today*. Ms Marsh speaks 4 European languages and is learning Chinese. Her PhD compares the English-language news of Chinese state television with that of BBC World News TV and has unexpected lessons for both media conglomerates.

Zeng Rong's PhD has been published as *Television News and the Limits of Globalisation: BBC and Phoenix TV Today*. Soon after graduating, she set up Houghton Street Media, the Sino-British TV and online production company, now established as a leading producer of reality and light entertainment in China.

This is our research side. Staff who specialise in China and PhD candidates draw upon the contacts of the China Media Centre for their research. Below are some of the (book) publications of staff.



Top: Zeng Rong
Left: Vivien Marsh



KNOWLEDGE TRANSFER FOR NEWS PROFESSIONALS

Over 60 editors from Zhejiang, China's most advanced province, attend *UK Media Convergence and the Challenges that Newspapers face in the Digital Age*. They visit *The Sun*, *Daily Telegraph*, *Daily Mail*, *Trinity Mirror*, *The Guardian* and the *Press Association* to understand how traditional newspapers adapt to survive.

Editors from *Qiushi*, the magazine of the Central Committee of the CCP, come to meet politicians, scholars, journalists and editors to understand how think tanks operate and policy ideas germinate. They have held discussions with *The Economist*, *Prospect Magazine*, and leading think tanks, such as IPPR and CPS.



Top: *Qiushi* editors visit the Resolution Foundation and meet Lord Willetts, Chairman.
Middle: Sir Max Hastings, former Editor of *The Daily Telegraph*, addressing participants.
Left: CMC organises workshops for media operatives in China. Celebrated *Guardian* investigative journalist Nick Davies at *Dahe Times* in Zhengzhou.

SKILL DEVELOPMENT AND INTERNATIONALISATION FOR MEDIA HANDLERS

Over 600 spokespersons from central ministries or provincial governments have attended briefings on the British media, on media-public relations and media-government relations. China Media Centre also works with the UK's ministries to brief Chinese officials about Britain.

- Among the prominent British people who take part in our courses are:
- Sir Danny Alexander, *former Chief Secretary to the Treasury*
 - Lord Bell, *Bell Pottinger Co-founder*
 - Tom Bower, *Author*
 - John Brown, *Head of Public Relations and Marketing, Glasgow City Council*
 - The Rt Hon Gordon Brown, *PC*
 - Martin Clarke, *Publisher of MailOnline*
 - Tony Gallagher, *Editor-in-chief of The Sun*
 - Lord Glasman, *leading theorist of the Labour Party*
 - David Goodhart, *Founder Editor of Prospect*
 - Sir Max Hastings, *leading British journalist, editor and historian*
 - Lord Heseltine, *former Deputy Prime Minister*
 - Steve Hewlett, *Guardian journalist and BBC editor*
 - Boris Johnson, *Secretary of State for Foreign and Commonwealth Affairs*
 - Tom Kibasi, *Director of IPPR*
 - Ken Livingston, *Former Mayor of London*
 - Murdoch MacLennan, *CEO of the Telegraph Media Group*
 - Catherine Macleod, *Special Adviser to Chancellor of the Exchequer Alistair Darling*
 - John Mills, *Chairman of JML and leading Labour donor*
 - Jim Murphy, *Labour Shadow Defence Secretary*



Top: A mock press conference

- Lord Oaten, *recently Chief of Staff to Deputy Prime Minister Nick Clegg*
- Sally Osman, *Director, Royal Communications, Buckingham Palace*
- Sir Chris Powell, *Chairman DDB and Chairman Advertising Standards Board of Finance*
- Alan Rushbridger, *Editor of The Guardian*
- Lord Saatchi, *Chairman of the Centre for Policy Studies*
- Sir Anthony Seldon, *Vice Chancellor of Buckingham University*
- Stephan Shakespeare, *CEO and Co-Founder of YouGov plc*
- Sir Martin Sorrell, *CEO of WPP*
- Lord Purvis of Tweed, *Liberal Democrat Lords Spokesperson (International Trade)*
- Lord Wei, *Member, House of Lords EU Select Committee*
- Lord Willetts, *Chairman of the Resolution Foundation*
- Dominic Ziegler, *The Economist's Asia Editor*

LEARNING ABOUT ANGLOPHONE MEDIA



Left: Summer school students from Tsinghua, Peking, CUC, Wuhan, Renmin, Guangwai, Fudan universities.

China Media Centre promotes the University of Westminster as destination for students and aspirant media operatives to take master courses. When they go back to China, they continue to work actively as ambassadors for both our university and the China Media Centre.

CMC summer schools include *Media and Television Development, Culture Industries of the UK, Fashion Marketing, Financial and Economic Journalism in the UK*. They are practical and involve students producing, making and pitching.

“Our courses develop the skills of our students, be they professionals or at university and we help release their enormous creativity. I enjoy working with Chinese students as they bring a fresh view of our world and teach me about theirs”

Geoffrey Davies has taught on CMC Creative Industries summer schools since they began. He is the International Director for Media Arts and Design and a Principal Lecturer in Journalism.

UNDERSTANDING CHINESE AFFAIRS



When CMC was launched in 2005 there were few people studying China's media. Since then we have held annual academic conferences, sometimes partnering with Tsinghua University, Queensland University of Technology, Renmin University, King's College London's Lau China Institute, British Academy, All Party Parliamentary China Group (APPGC), Australian Research Council Centre of Excellence for Creative Industries and Innovation, Annenberg School for Communication and the Communication University of China.

China's New Model Army

The BBC has been trying to gain access to the Chinese military for many years. CMC was able to facilitate the first foreign documentary permitted by the PLA. It was shot, for *BBC World* and *BBC Newsnight*, at Nanjing Military Academy with the cooperation of the UK Ministry of Defence. It was produced by CMC's Chang Yiru with Steve Hewlett as Reporter.

CASCADING TO THE UK POLICY WORLD

Others in the UK also benefit from our work. CMC holds many public events, among which are:

The Westminster Hearings on China's Economic Development and the UK

Five conferences held at the Houses of Parliament on the globalisation of China, energy, urbanisation, corporate governance and R&D; addressed by ministers and business leaders from both countries.

11 Downing Street seminars

Five seminars at the invitation of the Chancellor of the Exchequer, bringing leading experts on China to talk with ministers, civil servants and company strategists from, *inter alia*, RTZ, BPH, Prudential, Shell, Scottish & Newcastle, HSBC, BP.

China and the New Green Deal seminar

One day in the Houses of Parliament addressing the implications of China's management of its environmental challenges for UK government policy and British business.

Westminster Forum: Soft Power and the Creative Industries: China and Britain

The Forum was opened by Minister Zhao Qizheng, Chairman of the Foreign Affairs Committee of the CPPCC, and spokesperson for the CPPCC.

Reception at the House of Lords to celebrate UK/China TV production

To mark the transmission of the first ever series commissioned from a foreign company by CCTV and the publication of the accompanying book, *The West You Really Don't Know*.



Above: Jeremy Paxman and Bai Yansong at CMC's *The Future of Public Media*. In the chair, Wang Hui, Spokesman for the city of Beijing.

Resolution Foundation Seminars

Two events on *Family and State in Britain and China: Policy Implications*, lectures by leading anthropologist Professor Alan MacFarlane.

Co-production Opportunities in China: a Workshop

Sponsored by Shanghai Media Group (SMG), with participation of associates from the BBC, Royal Shakespeare Theatre and many smaller UK creative entities. SMG delegation led by Ms Wang Jianjun, President of SMG, contained the heads of all the core departments of Asia's largest media conglomerate.

WHAT PEOPLE SAY ABOUT UOW CMC

“The University of Westminster’s China Media Centre which I co-launched in 2005 has, since its establishment, been committed to enhancing mutual understanding and communication between Chinese and British Media. I sincerely hope that the Centre will continue its efforts in this field and promote even further cooperation and conversation between Chinese media and British media”

Sun Yusheng, Deputy President, China Central Television China

“Cooperation has been very fruitful. CMC has hosted several hundred students on its summer courses on British Media Creativity; there are constant exchanges between the faculty of the CMC and Chinese institutions, with Britons going to learn about China’s media and Chinese to learn about the British media”

Steven Guanpeng Dong, PhD, Chair and Dean, Institute of Strategic Communications, Communication University of China

“I have worked with the China Media Centre over a number of years - both here in the UK and in China. It is clear to me that the courses CMC offers create real opportunities to develop Anglo/Chinese understanding in the critically important spheres of media, journalism and public affairs”

Steve Hewlett, Presenter, BBC The Media Show and media columnist, The Guardian

“The Centre is a unique operation in the UK and has an impressive list of achievements since its establishment, in academic research, training and reaching out to government and the media. The Centre has added substantially to the UK’s knowledge of China’s reform and development process. It has developed effective relationships with a wide range of Chinese institutions while maintaining an appropriate level of critical awareness of the problems that need to be addressed”

Rod Wye, Fellow, Asia Programme, Royal Institute of International Affairs, Chatham House, formerly Head of Asia Region Research Analysts, Foreign and Commonwealth Office

“Creating a course on how good public communications works in the UK for senior Chinese officials made me look with fresh eyes at what communications and media actually mean today. It enabled me to help them understand our country’s values and some of its institutions, but also gave me insights into how China works and form friendships and contacts that few British people might otherwise make. The China Media Centre is doing something very valuable for strengthening understanding and dialogue between China and the UK”

Sally Osman, Director, Royal Communications, Buckingham Palace

“Chinese officials’ understanding of the functions of the media in Western countries and their ability to respond to and interact with the media has been much enhanced by the excellent intensive 3-week briefings designed and executed by the China Media Centre and provided to ministries, provinces and cities over the past 7 years”

Ma Hong, Head of Spokesperson Development, State Council Information Office of the People’s Republic of China

“It is clear to me that the Centre plays a valuable role in opening minds about China and alerting Chinese people to what they can learn from UK institutions and approaches”

Lord Willetts is the Executive Chair of the Resolution Foundation. He was Minister for Universities and Science (2010-2014) and previously worked at HM Treasury

“Hunan TV has sent many producers to the China Media Centre where they have benefited from its courses. Since our relationship, Hunan has become the most successful broadcaster in China and this has been much helped by the professional development courses we had with the Centre. We are the first broadcaster to buy format shows from the UK and this is thanks to CMC who introduced this opportunity to us. Now many TV networks have followed our lead”

Nie Mei, Former Vice President, Hunan Broadcasting Group

“I have fond memories of watching Hugo de Burgh handle the Chinese media and I can think of no one better qualified to tell us about a subject of ever growing importance”

Boris Johnson, Secretary of State for Foreign and Commonwealth Affairs

“The courses themselves are well run, with the best UK talent in each field passing on their expertise. The visiting teams from China always seem to return home galvanised, with a new set of skills and ways of thinking about the process of creating television, along with some extremely well-thought through programme ideas that have gone on to great success – Dragon TV’s hit show King of Comedy and CCTV’s National Treasures and Mission AI among them”

Clare Thompson, International Format Development specialist

“We need operations like the China Media Centre in every industry: they bring the professionals together and new products and new businesses result”

Rt Hon Liam Byrne MP, Shadow Digital Minister, Chair of the All-Party Parliamentary Group on Inclusive Growth

OUR STAFF

Professor Hugo de Burgh

Director. A pioneer of the study of the Chinese media in Europe. For 15 years he worked in British TV and is an authority on investigative journalism. His books and articles on China and its media have been published widely. He is Professor, PRC 985 Programme, Tsinghua University, and SAFEA (National Administration for International Expertise) Endowment Professor. His most recent books are: *China's Media in the Emerging World Order* (2017) and (co-edited) *China's Media Go Global* (2018).

Professor Daya Thussu

Research Adviser. Professor of International Communication and Co-Director of the India Media Centre. Author or editor of 18 books, including *Communicating India's Soft Power: Buddha to Bollywood* (2013) and *News as Entertainment: The Rise of Global Infotainment* (2007). Founder and Managing Editor of the Sage journals *Global Media and Communication* and Editor-in-Chief of *Global Media and China*. 'Distinguished Scholar' of the International Studies Association, 2014. His latest book entitled *China's Media Go Global*, co-edited with Hugo de Burgh and Shi Anbin, was published by Routledge in 2018.

Dr Xin Xin

Reader in International Communications with a special focus on China. She is the author of *How the Market is Changing China's News: The Case of Xinhua News Agency* (Lexington, 2012). Her work has also appeared in *Media, Culture & Society*, *Global Media and Communication*, *Javnost – The Public*, *Journalism Practice*, *Sport in Society*, *Journal of African Media Studies*, *Global media & China* and edited volumes. Currently, she studies China's soft power project and its geopolitical and social implications.

Dr Zeng Rong

A graduate of Peking University and the London School of Economics, Dr Zeng obtained her PhD at the University of Westminster in 2008, where she remains a Research Fellow and CMC's China Representative. She was a Wolfson Fellow at Cambridge University. Dr Zeng is founder and Managing Director of Houghton Street Media (HSM / 恆頓傳媒), which develops and produces programmes for China Central Television, Shanghai Media Group and Jiangsu Television as well as new media platforms iqiwi, Youku and Sohu. She was awarded Producer of the Year 2015 by Asia Broadcast & Film Association. Her publications include *Television News and the Limits of Globalization: BBC World and Phoenix Television Today and China's Environment and China's Environment Journalists*.

Ms Alja Kranjec

CMC Manager. BA (Hons) Sinology (Ljubljana), BA (Hons) Japanology (Ljubljana); Fluent in English, Chinese, Japanese and several Slav languages. Before joining CMC, Ms Kranjec worked for the Slovenian Culture and Congress Centre and the European Association of Chinese Studies. Ms Kranjec manages the briefings as well as the research side of CMC, Visiting Fellows, seminars and conferences.

Ms Chang Yiru

Client Liaison Manager and Lead Interpreter. BA (Xian), MA (London); previously Producer of *Daily Features*, English Channel of China Central Television. Ms Chang ensures that CMC projects are professionally executed and manages not only Chinese visitors but the UK personnel hosting or lecturing. She co-manages most briefings and recruits the associated staff.

Dr Mi Miao

Dr Mi has a PhD in comparative journalism from the Communications and Media Research Institute of the University of Westminster. Her research fields include media convergence, comparative journalism, newspapers in China and the UK. A journalist before coming to the UK, Dr Mi designs courses and co-manages them.

Ms Guo Xu

Project Coordinator. A graduate of Tianjin Normal University, and of the *MA Media Management* at the University of Westminster. Ms Guo worked as a reporter at *Sing Tao Daily* newspaper before being appointed to administer project scheduling and operations for the Professional Leadership Programme.

Dr Wang Fang

Dr Wang holds the BA in English. MA and Ph.D. in Intercultural Communication from Peking University. Before joining the University of Westminster, Dr Wang worked in the Internet industry, education and translation. taking leading roles in business development. She is responsible for establishing and maintaining collaborative relationships with universities in China.

Pablo Morales

After graduating with a Master's Degree in Journalism from Zhejiang University, Pablo Morales worked as a journalist and translator for China Radio International and *People's Daily Online* in Beijing. Since joining the Communications and Media Research Institute in 2015, he has been researching China's soft power efforts in Latin America. Besides lecturing in the UK and Latin America, he has also represented CMC in conferences at universities in Shanghai and Beijing.



Above: Professor Hugo de Burgh, Professor Daya Thussu, Dr Xin Xin, Dr Zeng Rong, Ms Alja Kranjec, Ms Chang Yiru, Dr Mi Miao, Ms Guo Xu, Dr Wang Fang, Pablo Morales

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